

Legal Marketer Heather Morse joins McGlinchey Stafford as Chief Business Development Officer

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McGlinchey Stafford is proud to announce the hire of **Heather Morse** as Chief Business Development Officer. Nationally respected for her innovative approaches to driving success at law firms of various sizes, Heather will advise firm leadership on growth strategies and lead a nationwide team of business development, events, and marketing professionals.

Heather most recently served as Director of Marketing and Business Development at Greenberg Glusker LLP in Los Angeles and is a Fellow in the College of Law Practice Management. She is considered an industry leader in digital and social media and is skilled at leveraging the firm's "big data" to make informed and strategic decisions. To contribute to the conversations surrounding the business of law, Heather launched The Legal Watercooler blog in 2008, and manages a private Facebook group with more than 1400 legal marketers since 2011.

"We're very excited to have Heather leading our business development initiatives," said **Rudy Aguilar**, Managing Member of McGlinchey Stafford. "Her vision for the future and her tactical expertise make her a great fit to guide our attorneys in raising the firm's profile."

"McGlinchey Stafford is poised to grow its position nationally," said Heather. "I'm pleased to have the opportunity as Chief Business Development Officer to contribute to the firm's success."

Heather joined McGlinchey Stafford in April and is resident in the firm's New Orleans office.

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Heather Morse